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Ideas

about 4-H Clubs and Y M W

FEB 20 1955

U. S. DEPARTMENT OF AGRICULTURE

Federal Extension Service

U. S. DEPARTMENT OF AGRICULTURE



No. 19
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August 11, 1955

Dear Coworkers:

TAKING A LOOK AT 4-H EVENTS

Many of you are sharing with us the need of taking a long look at the events that are scheduled in our 4-H Club programs. We heard this talked about by State leaders during National Camp. Directors have discussed it in their meetings. We heard it discussed again in the recent meetings of 4-H Club leaders of the Western Area. Club leaders, out West, said it this way:

"In our consideration of the use of State staff time, we should continually evaluate 4-H events and activities to determine whether or not they are meeting a real need in terms of 4-H objectives. We should also carry this philosophy to the counties to help them evaluate local and county events and activities."

Many of the events are worthy ones and should be promoted or even enlarged. But perhaps there are some that can be streamlined, consolidated, or even eliminated in the interest of the most efficient use of the time available for supervising 4-H Club programs.

4-H PROGRAMS FOR OLDER BOYS AND GIRLS

The Extension Committee on Organization and Policy, at its June meeting, asked the 4-H Subcommittee and the Division of 4-H Club Programs to give concerted leadership in the area of 4-H programs for older boys and girls. We are doing an excellent job of recruitment of 4-H Club members. Our big challenge is to increase tenure of membership. Adequate program content is important in achieving this.

An important step was taken when the Federal Extension Service appointed a staff member to give major consideration to programs for older boys and girls. Lloyd Rutledge will now be available to consult with State Extension staffs in planning for the upper age group of members who are in a period when increased tenure means 4-H can be of maximum value to them.

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EIGHTH REGIONAL 4-H CLUB CAMP

128 Club members and 32 adults of 17 States are attending the Regional Camp held for the first time in the Washington area. The Camp is sponsored jointly by the Directors of Extension in the seventeen Southern States and the Federal Extension Service. The decision to bring the Camp to the Nation's capital for the first time was made by the Extension Committee on Organization and Policy, after recommendation by the Extension directors of the Southern Region.

Delegates to the Camp are outstanding 4-H Club members in their respective States and have been selected on their records of achievement in forwarding 4-H Club work. An interesting program of speakers, discussions, tours and recreational events is being carried out.

Headquarters for the Camp are at Howard University. President Johnson and his staff are giving wonderful cooperation in making suitable arrangements.

PRIME MINISTER OF BURMA LEARNS ABOUT 4-H

When the Prime Minister of Burma, Mr. U Nu, visited Secretary Benson, 4-H Club work was discussed. Perhaps you saw pictures of Mr. U Nu wearing the tie clasp presented by Mr. Benson.

The Prime Minister showed great interest in 4-H Club work and expressed a desire to attend a local 4-H Club meeting to see at first hand how a Club operates. The staff in Tennessee rose to the opportunity of making this arrangement. Because of the size of the Prime Minister's party of 18, it was necessary to take the Club to his hotel suite. The Senior 4-H Club of Blount County presented a typical 4-H Club meeting, presided over by the club officers and including all of the usual program features.

4-H WORK IN THE PHILIPPINES

We have been interested in studying some attractive new 4-H bulletins and a poster which are used for 4-H Club work in the Philippines. During the past year we have had opportunity to exchange 4-H ideas with several Extension workers from the Philippines and we are enthusiastic about the progress they are making. All of those workers paid tribute to the excellent foundation given to the program through the work of "Major" Harper Johnson, formerly of Mississippi.

INTERPRETING EXCHANGE PROGRAMS

We all welcome the new bulletin "International Exchange Programs for Rural Young People," now being distributed by the National 4-H Club Foundation. All of us have frequent questions about the various International Exchange programs and this fine bulletin will help us more clearly explain the various projects.

PROGRAM DEVELOPMENT COMMITTEES TO MEET

Four committees have meetings scheduled in the near future:

Field Crops - Meets in Washington, September 6 to 8. Craig Montgomery of North Dakota is chairman. This is the initial meeting of the committee and we look forward to a much strengthened program in this important area.

Entomology - Wilmington, Delaware, is the location for the September 12-13 meeting.

Health - Chicago, Illinois (Harrison Hotel), October 2-5.

Evaluation - Bob Clark will chair the initial meeting of this important new committee. The group plans to meet October 13-15 at Madison, Wisconsin.

FEDERAL 4-H STAFF SCHEDULES ANNUAL PLANNING MEETING

There's a red circle around the Labor Day weekend for members of the Federal 4-H Club and YMW staff. That is when plans and staff responsibilities will be worked out for the year ahead. All of us look forward to this opportunity to share ideas for moving forward together in the interest of Extension youth programs. Wives and children will join in fellowship events scheduled for the evenings.

4-H DAIRY CONFERENCE AND TOUR

The First Annual 4-H Club Conference and Tour announced recently should be a very appropriate addition to the 4-H Dairy Program.

This will be an opportunity for a number of 4-H Dairy Club members to learn more about the general dairy situation, the processing and marketing of dairy products, and vocational opportunities in the dairy and allied industries. They will see the exhibits and some other events which are a part of the International Dairy Show.

This tour and conference is a response to the desire of Extension leaders to utilize educational tours as a means for recognizing members for outstanding 4-H Club achievements. We hope the majority of States will send one or more delegates to this event.

LIVESTOCK DEMONSTRATION

The 4-H Livestock Program Development Committee met the latter part of July. It was proposed that an effort be made to assemble materials that relate to 4-H livestock demonstrations. Do you have a list of proposed subjects for livestock demonstrations or other pertinent materials that would contribute to the preparation of a handbook on livestock demonstrations? If so, please send a copy to Mylo S. Downey. Copies of materials, when assembled, will be made available to all States.

4-H MEMBER TO TYPIFY MISS RURAL YOUNG AMERICA

Seventeen Magazine will feature in its November issue the activities of Miss Marilyn Graves of Mississippi as typical of "Miss Young America, Rural USA." In portraying Marilyn's daily life, the magazine will show the competent and attractive rural young people in our country. Blanche Goad of the Mississippi 4-H staff is giving her experienced guidance to magazine staff members during the preparation of the article.

PARENTS' MAGAZINE ANNOUNCES NEW YOUTH GROUP AWARDS

The second series of Youth Group Achievement Awards is being announced by Parents' Magazine as an attempt to combat juvenile delinquency. The awards are to go to youth groups which perform the most outstanding public service from June 1, 1955, to May 31, 1956. Groups may consist of either boys or girls or both, of not exceeding high school age, and must have a membership of at least ten. Any youth group in the United States and its possessions and Canada is eligible.

The awards were established to encourage the worthwhile use of leisure time and promote community, school and other useful service by young people. Last year's honors went for such accomplishments as fund raising for community projects, clean-up campaigns, setting up their own recreational projects and community education on public affairs.

Nominating forms are available at 52 Vanderbilt Avenue, New York 17, New York.

MORE ON FARM-CITY WEEK (OCTOBER 23-29)

May we, once again, focus your attention on the opportunity that this observance could give for promoting better understanding between farm and city people. Many of you have commented that youth, as well as adults, should share in this opportunity. Perhaps you noted that Secretary Benson recently commended Kiwanis International for their efforts in coordinating the activities of all groups in behalf of the week. Extension Service representative on the Planning Committee is Les Schlup, Director of the Division of Information Programs.

OPPORTUNITIES TO TEAM UP AND HELP DO A MARKETING JOB

We are impressed with the many new opportunities open to 4-H Club members to promote the marketing of agricultural commodities. 4-H team and individual demonstrations are naturals to help popularize many of our agricultural products. TV stations are usually willing to give "top spot" to a good 4-H demonstration team.

In Washington State, recently, a team of two 4-H Club girls made a real hit with their "Meats Demonstration." The Washington Cattlemen's Association was so impressed they provided expenses in order that the girls could give their demonstration over various TV programs throughout the State.

A friend from Indiana reported recently that he checked "What's on TV" while at home for lunch. He found three channels in his State, each showing a different 4-H Club demonstration team. Congratulations, "Hoosiers," for seeing the opportunity to promote better living, better marketing, and better 4-H Club work through 4-H demonstrations on TV.

YOUTH PROGRAM AT AMERICAN INSTITUTE OF COOPERATION

A 4-H Club member, David Rentschler of Minnesota, is chairman of the youth program, August 7 to 11, at Purdue University. The meetings are organized around the theme "Modern Cooperatives Serve Farm Youth." A challenging program of discussions and tours is planned for the youth representatives as well as opportunity for them to share some of the sessions with the adults. Early indications are that about 800 4-H and FFA representatives will be in Indiana for the meeting.

AIC will hold its 1956 Institute at North Carolina State College and a meeting will be held in late August to begin planning the youth portions of the program.

NATIONAL CONFERENCE ON CITIZENSHIP

Four young people are being selected as representatives to the tenth conference to be held in Washington, D. C., September 19-21. It is anticipated that a member of the 4-H Program Development Committee on Citizenship will serve as adviser of the group.

You probably know that this Conference is now an independent entity under a Congressional Charter. It brings together men, women, and youth representing public and private organizations and agencies whose members are interested in the development of citizenship. The annual meeting is planned to be on or around Citizenship Day, September 17, as established by Congress. The appropriate theme for 1955 is "The Blessings of Liberty."

Following the conference, a report will again be made to you. You may recall the excellent report made last year by Eloise Johnson, who was adviser to the 4-H and YMW participants.

OTHER SEPTEMBER CONFERENCES OF INTEREST TO YOUTH

Some of you, who are considering plans to participate, may be interested in these details:

United States Assembly of Youth (Under auspices of National Social Welfare Assembly)

September 8-13 at Oberlin College, Oberlin, Ohio - a bus trip out of Cleveland.

Theme: "Freedom in the Balance"

Program: Talks and discussions focused on citizenship, with practical program aids and fun and fellowship.

Cha Lang will be present for at least part of the program.

Rural Youth of United States America (R.Y.U.S.A.)

September 29 - October 2 at State 4-H Club Camp, Jackson's Mill, West Virginia.

Theme: "Building Better Communities"

Program: Most of you are already familiar with the fine type of programs conducted. Typical discussions will be: Our Families, Town-Country Relationships, Understandings Around the World. In addition to the youth discussions, there is a sponsors' and leaders' session where Bob Pinches presides.

HONOR TO THOMAS E. WILSON

A long-time friend of 4-H Club work, Thomas E. Wilson, was honored by the Shriners for his service to rural youth. In the presentation, particular note was made of his numerous contributions to youth through the 4-H Club program. Extension friends across the country add their congratulations on the recent honor.

FRIEND OF 4-H PASSES AWAY

We were surprised and shocked by the sudden death of Mr. Robert A. McRoberts, who was the Educational Director for Singer Sewing Machine Company. We had learned to respect Mr. McRoberts highly and were looking forward to close working relationships on the training program for clothing leaders.

33RD CONVENTION OF GIRL SCOUTS

R. O. Monosmith of California will participate, as a representative of 4-H Club work, at the Girl Scout Convention to be held in San Francisco, November 1 to 4. About eight thousand persons will attend the convention, themed to "Believe -- Belong -- Build."

4-H'ERS ON NETWORK BROADCAST

For the third successive year, the "Voice of Firestone" network radio and television broadcast featured an interview with a 4-H Club girl and boy. We have heard very favorable comments about the program which included interviews by Raymond C. Firestone with Brenda Adams of Stillwater, Oklahoma, and Jerry Cox of Alpharetta, Georgia.

IFYE ALUMNI CONFERENCE

Michigan State College was the setting for the August 4-7 conference of IFYE Alumni. The interesting theme, "Americans in Perspective," challenged the group to try to see themselves through the eyes of the people from other countries, and to try to learn just what makes Americans the way they are. This was particularly significant when it could be done with the participation of IFYE Exchangees from other countries.

WELCOME HOME TO DAIRY TEAM

The U. S. Department of Agriculture was the scene of a "Welcome Home" reception and dinner for the 4-H Club Dairy Cattle Judging Team that returned from Europe recently. The National Milk Producers Federation was co-host at this event. The team from Maryland ranked fifth in the competition in the International Judging Contest held at the Royal Show at Nottingham, England. The privilege of representing the United States was achieved when the Maryland team placed first at the National 4-H Dairy Cattle Judging Contest in Waterloo, Iowa, last fall.

REVISED PENALTY MAIL PRIVILEGES

The following information was sent to Directors in June. May we re-emphasize here the section relating to 4-H awards as given in the interpretation of the Post Office Department:

"The nature of prizes and awards given in 4-H Club work may now be included in official correspondence and bulletins mailed under the penalty privilege. There have been no changes in the ruling, however, which prohibits mentioning the names of donors or sponsors."

DID SOMEONE SHOOT THIS PICTURE?

We have been asked if one of the 4-H delegates or leaders might have taken a picture of Secretary Benson's daughter, Beth (10 years old), while the Benson family was with the National Camp group at Beltsville. If so, we should be glad to hear from you.

NEWS OF OUR CO-WORKERS

Director George B. Nutt, newly appointed in South Carolina, was a 4-H Club member in his native State of Mississippi. He replaces Director D. W. Watkins who recently retired after many years of outstanding service.

Several State 4-H Club workers have plans for study programs. Leonard Harkness of Minnesota has a year at Harvard as his goal. Margaret Culley of Kentucky plans for a year of study at Wisconsin. Glen Busset of Kansas has plans for Cornell. Glen's nine months of resident study will be followed by a three months' study of extension programs in foreign countries. He has one of 15 Ford Foundation fellowships and is the first to be given one to include an expanded program for graduate study in extension education.

Mary Frances Lyle of South Dakota and Bernard V. Beadle of Minnesota also have study plans but their school locations are not known to us.

Boyd E. Wheeler is now back on the busy schedule in Kentucky after a year's leave. Boyd's thesis problem, done at Wisconsin, concerned 4-H councils and advisory groups.

New to State 4-H Club leader ranks is Raymond C. Cox of Nevada, formerly an Extension Agent. Following National Camp, Ray spent a period with us in Washington getting acquainted with personnel and procedures. Rex W. Millhollen is newly appointed as Assistant State Club Leader in Arizona. He served as agent in Pinal County. Stanley R. Meinen is another recent appointee to a position on the State staff in Minnesota. Many of you know Stanley as an IFYE Assistant working through the National 4-H Foundation. Following his year here as a 4-H Fellow, Joe McAuliffe takes up duties on the State 4-H staff in New York.

Miss Madge J. Reese, a pioneer in Extension programs, retired from the Federal Extension Service the end of July. Her position was Home Economics Field Agent for the Western States, Alaska and Hawaii. Her first Extension position was that of State Home Demonstration and Girls 4-H Club Agent in Alabama. One of her subsequent positions was, for six years, being field supervisor of home demonstration and 4-H Club work for 15 Southern States. In 1923, after consolidation of Extension work in the South and the North and West, she took up work in the Western area. In this anniversary year for National 4-H Club Camp, it is interesting to note that Miss Reese served on the committee for the first Camp in 1927.

Several new Federal Extension staff workers are well known to 4-H leaders across the Nation. Charles E. Bell, Jr., formerly of Georgia, is now Chief of Animal Industry Branch, and is very interested in 4-H Club programs in livestock. Two new staff members in the Division of Information Programs are Don Schild who will work closely with Joe Tonkin in the Audio-visual Branch, and Lyman Noordhoff, who will concentrate on extension publications. Don came to the Federal Office from Illinois and Lyman from North Carolina. Ward F. Porter, Jr., formerly of West Virginia and now a staff member in the Division of Extension Research and Training, has cooperated on several 4-H Club studies, such as the one which compared school and non-school 4-H Clubs.

SHARING SOME OF THE GOOD IDEAS FROM THE STATES

ALASKA - 4-H Club Fair

Kiwanis International cooperates in the first All-Alaska Fair, to be held at Anchorage in late August. Clubs throughout the Territory are making plans to participate with exhibits, booths or demonstrations.

ARKANSAS - Workshops for Local Leaders

A series of four workshops for local 4-H Club leaders is to be held in August at different locations in the State. In announcing the training opportunities, the State office said, "The strength of 4-H Club work in Arkansas is determined to a large measure by the quality of leadership furnished through volunteer leaders."

COLORADO - NORTH CAROLINA

For the fourth year, 4-H members from the Great Smokies Region of North Carolina engaged in an interstate 4-H exchange. This year it was their turn to be received in homes of Weld County, Colorado, 4-H families. About 33 members took part and very commendably represented their State in "a great idea."

HAWAII - State 4-H Event

"Ahaolelo" is name for the Territorial 4-H event in Hawaii, held on the campus of the University. This has come to have great meaning for Club members. National Camp delegates are given a special opportunity to report their experiences and tell about ideas they have gained for improving 4-H programs.

ILLINOIS - Keeping-Fit Field Days

The importance of health and physical fitness are emphasized at the Keeping-Fit Field Days. A series of tests first determines the growth rate and the physical fitness of the boys and girls. Then the staff explains how the 4-H'ers can improve their present physical condition and raise their fitness scores. Parents are especially invited to attend the field day exercises. 4-H'ers who make improvement over their last year's scores are to be recognized with a keeping-fit emblem.

ILLINOIS - Salute to "Club of the Week"

Bureau County is continuing a very successful series of newspaper salutes to the "Club of the Week." The features tell with photos and story about a particular member but his achievements are told in relation to the program and activities of his Club. Always, the role of the local 4-H leader is shown.

IOWA - Poultry Tour

Thirty-two members from sixteen counties participated in a week's tour with stops at several poultry feed companies, hatcheries, farms and coops. Members were selected on the basis of their poultry record and flock management, their over-all participation in 4-H Club work, and the quality of their exhibits at poultry achievement fairs.

MASSACHUSETTS - IOWA - A New Interstate Exchange

Thirty-five Iowa Club members and six adult leaders will live in the beautiful Berkshire Hills and other points in the State during a two-week period. Next year, the plan is for a Massachusetts group to return the visit to Iowa.

MISSOURI - Letter to HDA Presidents

Katharyn Zimmerman, State Home Demonstration Leader, wrote a stimulating letter to Club presidents telling of the basic values of 4-H. She headed this "These are Our Children."

NEW YORK -- Home Improvement Tour

For the fifth year a special home improvement tour was held for a group of blue ribbon demonstrators. The girls' mothers and their local leaders were also invited. Girls attending the event averaged seven years of 4-H Club work and gave an average of 18 demonstrations. The program at Binghamton included a tour to a furniture store where upholstered furniture was seen from the lumber stage to the finished pieces and a visit to a department store where an interior decorator showed examples of furniture arrangements and color schemes. Climax of the day was a visit to a very beautiful modern home.

NORTH DAKOTA -- Another Home Improvement Tour

Fifty girls from southeast and central North Dakota visited stores and manufacturing establishments in Minneapolis during early August. The members making the tour were selected from their counties in recognition of achievement in 4-H home improvement projects.

OHIO -- Testing New 4-H Foods Bulletins

Ten counties are testing out two new foods bulletins before they are printed for general use throughout the State. The projects will teach basic nutrition and meal planning while giving the girls and boys a chance to try some new foods for their entertaining. Staff members in most of the ten counties served on the advisory committee appointed to give a thorough appraisal to the foods literature. The bulletins being tested are the result of much study on the part of the committee, including checking of what members and leaders think should be included in 4-H programs.

OREGON -- Training for Judges

Subject-matter specialists and 4-H staff members cooperated on a 4-H judges training school for agricultural projects. The event was scheduled for July in anticipation of fall shows. Similar type training has been carried on for home economics in past years.

PENNSYLVANIA -- State 4-H Staff Recognized

A recent issue of "CampuScope," published by Pennsylvania State University, saluted the 4-H Club staff. The timely article pictured members of the staff in activities typical of their varied assignments and told of the growth of 4-H work in numbers reached and in depth of the program.

WASHINGTON -- Canadian Friends Attend State Club Camp

For the second year, Canadian 4-H Club members from Vancouver Island and Lower Fraser Valley of British Columbia attended State 4-H Club Camp in Washington. An invitation has been extended for 4-H members of the State to be represented at the Pacific National Exhibition in Vancouver, B. C.

PUBLICATIONS AND OTHER TOOLS

We are all pleased with the new safety manual "How You Can Make Safety Your Number One Crop." Congratulations to the 4-H Farm and Home Safety Committee and the other folks who cooperated. We also like the "4-H Tractor Program Progress Report" sent out recently from the office of the National Committee on Boys and Girls Club Work.

"The 1954 Rabbit Projects With 4-H Clubs and Boy Scouts" is a mimeographed summary prepared by Charles E. Kellogg of ARS. A copy is enclosed for each State 4-H Leader.

Idaho has just published a new manual for local 4-H Club leaders. We have seen it and we like it, but cannot quote the exact title.

"50 Years of Progress in Georgia 4-H Club Work" is one in a series of progress reports showing developments in the State. It tells the Georgia story very well.

"Adventures in Sewing" (Tennessee) - This is an attractive and usable manual for the member who is just beginning her clothing projects. The author is Mary Jane Bell, Clothing Specialist.

"Fun in Home Furnishings" (Ohio) - This new project is expected to attract boys as well as girls, since it involves some woodwork and wood finishing.

"The Illinois 4-H Foundation" - An informative envelope-size leaflet explaining the Foundation. Several other States have attractive brochures for similar purpose. We might mention Colorado, Ohio, Wisconsin, Kansas, among others.

"Moderns Make Money Behave" is from the Institute of Life Insurance. Some of you are already using this. Many of the States also use and recommend the two smaller leaflets, "A Miss and Her Money" (girls) and "Money in Your Pocket" (boys), from the same organization.

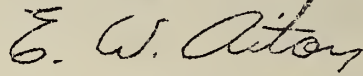
Three new USDA publications will be of interest to many of you. Have you seen: "Film Strips of the U. S. Department of Agriculture," "Televisuals," and "Bibliography on Extension Research."

Eva Kinsey has found time to write out the meditations which she directed during National Camp. So many of you asked if this material might be available! We are pleased to include a copy for each of you. Our thanks to Miss Kinsey for the wonderful job she did during National Camp and also for making this material available to every State.

A new USDA 4-H loan exhibit "Woven into the Fabric of American Life" was introduced during National Camp. There are many requests for this exhibit and it is booked months ahead. However, we feel that all States should know about it. If you did not see it in the Patio during National Camp, perhaps you will want to check with representatives from your State.

Please continue to keep the good ideas rolling in to us and we will do our best to pass them on to other States. We surely appreciate the way you have helped to keep the channels open between your offices and ours.

Sincerely yours,

A handwritten signature in cursive script, reading "E. W. Aiton".

E. W. Aiton, Director
4-H Club and YMW Programs

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Enclosures